



TriData

A Member of the SPC Group

ACCESS LIMITED

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Philip S. Schaenman
President

March 24, 1982

Mr. John Rupp
Covington and Burling
1201 Pennsylvania Avenue, N.W.
Washington, DC 20044

Dear Mr. Rupp:

As you requested, I am sending you some preliminary ideas for establishing a tobacco industry program in fire safety. (For confidentiality, we have referred to your client as "industry" in the enclosed outline.)

An industry-sponsored program in this area is particularly timely, given the magnitude of the fire problem, the vacuum in leadership in the safety community that will result from the Fire Administration's demise, and the general shift toward private sector "solutions."

We are very optimistic about the potential for developing a successful program and believe that our unique qualifications in the fire-safety field can assist you in this effort.

I look forward to hearing your reactions to the proposed ideas.

Sincerely,

Phil Schaenman

Philip S. Schaenman
President

Enclosure

- Ann Foster

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INDUSTRY FIRE SAFETY PROGRAM

This brief paper presents a preliminary outline of general fire and industry-specific issues to stimulate discussion on industry investment strategies in fire safety programs and research.

A vacuum in fire safety will be produced by the planned dismantlement of the U.S. Fire Administration (USFA). In anticipation of this action, modest investment activity at the \$200K-\$1M level has been initiated or planned by various contributors vying for recognition in fire safety research and information. However, this fractionated, uncoordinated investment activity will not fill the information void left in the wake of the USFA. Thus, this environment creates the potential for a bold investment program to dominate the field, coalesce legislative and executive support, and help "turn a black hat gray."

The current, albeit reduced, USFA program is funded at about \$8M for FY82. A coordinated investment program of \$5M per year for at least 2 years, provided by an industry-led consortium, would effectively fill the vacuum and provide a strong base from which to present industry views and demonstrate industry responsibility in the area of fire safety.

A significant program might be structured in two parts: a modest effort to establish a record on direct industry issues, and a larger, well-publicized effort that addresses more general fire safety issues, particularly those that concern smoking-related fires. The following topics, emphasizing residential safety, represent some preliminary issues that might be addressed by this recommended program.

I. INDUSTRY ISSUES PROGRAM

- o Study of why the number of smoking-related fires is falling--is it a data artifact? due to increased use of smoke-detectors? are people being more careful?
- o Technical problems in self-extinguishment--white paper
- o Debunking myths on European vs. American products
- o In-depth investigations into fires labeled as caused by smoking--validity of current data.
- o Others (e.g., variation in burning (and ignition) temperatures)

II. GENERAL FIRE SAFETY PROGRAM

A. Data Collection and Analysis

- o Maintain National Fire Incident Reporting System, including quality control and technical assistance (system is in danger of deteriorating)
- o Conduct special studies of leading causes, and characteristics of fire problem, going beyond USFA's final "Fire in the United States" report
- o Undertake special studies in support of projects below.

B. International Differences

- o Why are Europe and Japan so much more successful than the United States in fire protection?
- o What can we learn from them (transferrable ideas)?
 - as one example, explore Japanese cigarette manufacturers' (reputed) prevention program.

(These projects can build on extensive European fire community contacts and unpublished notes we have, based on a study of this issue conducted in Europe in 1980.)

C. Smoke Detectors

- o Encourage use by the half of U.S. households that do not have them. (Several industries already involved in this.)

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- o Support research on ARRAS--Automatic Residential Remote Alarm Systems. (They work through cable TV or telephone network, and send alarm to central bureau even if noone is home or if person present is incapacitated (e.g., intoxicated)).

D. Residential Sprinklers

- o Further research on reducing cost of these systems
- o Publicize effectiveness and advantages to builders and the public
- o Encourage insurance discount.

(There has been a breakthrough in this area the last two years; the systems can control most unwanted fires.)

E. Smoke Control Technology

- o Widely researched and increasingly used in Europe, this technology is underutilized in U.S. buildings. Project is needed to further research and expand their use in this country.

F. Public Education to Prevent Leading Causes and Mitigate Damage

- o Heating problems
 - woodburning stove installation, cleaning, use
 - fire places and inserts--installation, chimney maintenance, cleaning, use
 - misuse of space heaters
- o Cooking fires
 - unattended cooking the problem
- o Electrical distribution
 - aluminum wiring problem, others

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- o Smoking

- use of mattress cover (thick polyester) to inhibit fires
- use of smoulder-resistant mattresses, and smoulder-resistant upholstered furniture. They exist, but consumers are largely unaware.

- o Others.

G. Toxicity of New Materials

- o Growing hazard in fires from certain types of materials
- o Autopsy protocol needed to understand fire deaths better.

H. Firefighting Technology

- o Breathing Apparatus

- equipment now produced by relatively small companies that do not have resources to conduct large scale research efforts
- "rebreathers" need further development and testing. This would facilitate firefighting and reduce firefighter injuries

- o Protective Outfit

- new suit has been developed; testing was due to start soon, sponsored by U.S. Fire Administration. Will need continued support. Considered major improvement.

Although many other topics require research, the above are among the more tractable ones, and those likely to have significant impact and widespread support by the fire community. We can provide cost estimates and more specific project designs for all of the programs proposed above.

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III. PROGRAM IMPLEMENTATION

TriData has the unique capabilities and experience to provide the following services:

- o Assist in overall program design
- o Manage/coordinate overall program and provide technical oversight
- o Undertake selected tasks, including international studies, data collection and analyses, and research direction.

The Foundation for Fire Safety would be an excellent funnel for some of the research, and an alternative source for overall coordination of the research.

Existing industry resources for research, public education, PSAs, etc. might be used in lieu of direct funding for some of the program.